

Attracting & Retaining Top Talent



Most employers are invested in attracting and retaining great employees. After all, it's the people on the team who give an organization its competitive edge. Yet many businesses struggle to recruit talented prospects while keeping the ones they have highly engaged. This situation, partly fueled by economics and demographics, is also driven by a disconnect between what employees want and what employers *think* they want.

More and more, employees are looking for workplaces that allow them to merge work, professional and personal connections, well-being, and personal interests. Thoughtfully aligning workplace culture and well-designed spaces that match the desired outcomes can help organizations reel in and retain the top talent essential to thrive today and into the future.

62%

of workers do not have workplaces that prioritize both individual and group work.

65%

of employees say they are more productive when they change their physical location while working.

71%

say it's important for their company's workplace design to be flexible.

73%

have their best ideas when they're able to use flexible workspace options.

Reasons Employees Stay

1. Workplace flexibility
2. Meaningful work
3. Support for health and well-being

Reasons Employees Leave

1. Lack of career development and/or advancement opportunities
2. Inadequate total compensation
3. Uncaring and uninspiring leaders

Source: [McKinsey & Company, 2022](#)

The Future is Today

We've all heard the stories of companies where “everyone wants to work”—the ones that offer employees things like game rooms, company cars, and free gourmet lunches. Those are some great perks, but the workforce is changing. Now, people are choosing to work for employers that offer new types of amenities that speak more to a company's culture and values—as well as their own.

Some of the top amenities swaying today's job seekers include easy access to public and alternative transportation; a healthy work environment that addresses holistic well-being; more control over how, when, and where they work; a workspace experience (whether at home or in the office) that makes them feel empowered and valued; and fun, interesting experiences that create a sense of community with colleagues.

What Workers Want

As hybrid work evolves, it's clear that work from home is here to stay. And rather than trying to force or cajole employees back to the office, more employers are looking for new ways to support their employees' well-being and success—regardless of their primary work location.

In a hybrid work climate, helping employees maintain their workflow is vital. We uncovered several key replicable factors that help employees maintain their workflow between home and the office:

- Mirroring the workplace at home
- Supportive furniture
- Technology for connection and concentration (reliable Wi-Fi, messaging apps, virtual meeting software and file-sharing platforms, and appropriate hardware such as dual monitor arms)
- Maintaining a positive mindset

Employers who want to fully embrace hybrid work models must recognize that structured workspaces at home, in addition to the traditional office, will help facilitate productivity and focus wherever employees do work.

When people are in the office, they want a modern facility with a variety of spaces that offer choice in where to perform their activities. They want views of nature and access to daylight. They want to connect with other people in relaxed settings that encourage communication, collaboration, and innovation. Most of all, they want an employer who values them and works with them to support their needs, which increasingly include being part of a social community.

Investing in the Vibe

A concept that emerged from the hyper-competitive tech sector, vibe managers' duties are many and diverse. Also known as a “feel-good manager,” “user experience manager,” “community curator,” and “concierge,” a vibe manager often handles employee vetting and onboarding, and teaches new employees how to use the space. They create and support the culture of the space, as well—communicating and enforcing cultural norms, finding ways to encourage people to bring out the best of themselves, and occasionally arbitrating conflict. They also, increasingly, organize and host events.

“The vibe manager is someone who's responsible for creating a sense of community, creating the types of activities that bring people together.”

Bernice Boucher

Managing Director, JLL's Consulting Group

With more than a third of workers saying they don't have enough interaction with their colleagues, a vibe manager's impact can be immense. And the atmosphere they create can play a major role in fostering an entrepreneurial spirit that attracts and retains employees.

Source: [Haworth White Paper, Driving Corporate Innovation: Investigating the Coworking-Like Movement Within Organizations](#)



Evolving the Workplace

With the shortage of workers expected to continue, leading organizations aren't waiting to enhance their workplace. Thoughtfully designed spaces are key assets for recruitment and retention. Even with many workers working from home, the majority still prefer the office for group collaboration and social connection. As Kevin Ahlborn, Program Director at LinkedIn, notes, the future of work "will not be as drastically different as some people believe; technology will seamlessly interface with our jobs, but the office will still be the primary destination for interaction and engagement."

For collaboration, connection, and creativity to flourish, space design should protect people's ability to focus and encourage restorative behaviors by providing these types of spaces for individuals and groups:

- **Individual focus** – Where intense focus work and problem-solving occur
- **Group focus** – Where collaboration, ideation/deep thinking, communication, and connection happen
- **Individual restore** – A space that encourages regeneration and relaxation
- **Group restore** – A space that encourages regeneration and socializing

A key to the success of this approach is providing people choice and control, as well as space legibility so they know how to navigate between and use each space.

Want to learn more?

For more information on creating a workplace environment that reflects your organization's unique values and sets you apart from the competition, please contact your local Haworth sales representative.